

1. (Amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
 - a. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can ~~to~~ determine if a composition should be altered through additions of playable media titles and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c. sending a an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules.
2. (Amended) The method of claim 1, wherein said set of notification ~~does not~~ rules include a user configurable option to automatically trigger or not trigger a modification of the subscriber rental queue.
3. (Original) The method of claim 1, wherein said notification specifies that the subscriber rental queue will be automatically modified in accordance with said separate set of queue replenishment control rules.
4. (Amended) The method of claim 1, wherein the subscriber ~~delivery~~ rental queue is automatically modified in accordance with said separate set of queue replenishment control rules after a predefined time delay.
5. (Original) The method of claim 1, wherein said notification provides directions for the subscriber to accept and/or modify any proposed alterations of the subscriber rental queue.
6. (Original) The method of claim 1, wherein said queue replenishment control rules include a trigger event to be used in determining when said subscriber rental queue should be modified.
7. (Amended) The method of claim 6, wherein said trigger event is ~~associated with~~ based on a quantity of playable media items remaining in the subscriber rental queue.
8. (Amended) The method of claim 6, wherein said trigger event is ~~associated with~~ based on a determination by an item recommendation system that an additional playable media item should be added to the subscriber rental queue as a recommended playable media item.

9. (Original) The method of claim 8, wherein said recommended playable media item is designated as the next to be delivered to the subscriber.
10. (Original) The method of claim 1, wherein any proposed altering of said composition and/or ordering of playable media titles in the subscriber rental queue is automatically determined by a recommender system controlled by the content provider, which recommender system automatically identifies playable media items of interest to the subscriber based on a subscriber item preference profile.
11. (Original) The method of claim 10, further including a step of: processing an item rating survey provided by the subscriber to determine a subscriber item preference profile suitable for use by said recommender system.
12. (Original) The method of claim 1, further including a step of: receiving subscriber feedback concerning a performance of the content provider concerning selection of an additional playable media item.
13. (Original) The method of claim 1, wherein the subscriber can elect to receive no notification even when a composition and/or ordering of playable media titles in the subscriber rental queue are altered.
14. (Original) The method of claim 1, wherein said playable media titles are movies distributed by a satellite transmission to a satellite signal receiver.
15. (Original) The method of claim 1, wherein said playable media titles are movies distributed on a DVD.
16. (Amended) The method of claim 1, wherein said ~~said~~ playable media titles are movies distributed by a broadband Internet-based connection.
17. (Original) The method of claim 1, wherein said notification includes an indication of a status of the subscriber rental queue.
18. (Original) The method of claim 1, wherein said notification includes an identification of an additional playable media item which is being added to the subscriber rental queue.

19. (Canceled)
20. (Canceled)
21. (New) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
 - a) defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b) monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c) sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules;wherein said notification provides directions for the subscriber to accept and/or modify any proposed alterations of the subscriber rental queue.
22. (New) The method of claim 21, wherein said directions specify that any proposed alterations of the subscriber rental queue shall take effect automatically after a predetermined period.
23. (New) The method of claim 21, further including a second electronic notification to the subscriber which confirms any subscriber action taken in response to said electronic notification.
24. (New) The method of claim 21 wherein said notification further solicits a feedback rating from the subscriber for a playable media title identified in said notification.

25. (New) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a) defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b) monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c) sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules;
- wherein said notification includes an identification of an additional playable media item which is being added to the subscriber rental queue.
26. (New) The method of claim 25, wherein additional playable media item is only tentatively added to the subscriber rental queue and can be removed by the subscriber through selectable feedback options provided in response to said notification.
27. (New) The method of claim 25 wherein said additional playable media item is automatically selected for the subscriber by a recommendation engine.
28. (New) The method of claim 25 wherein said notification indicates that the additional playable media item is being added to a top position in the subscriber rental queue.
29. (New) The method of claim 25 wherein said additional playable media item is a DVD offered by an Internet based rental service.

30. (New) A method of electronically notifying a subscriber to an Internet-based content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a. processing a set of one or more playable media titles with a computing system in response to subscriber input provided over the Internet so as to set up a subscriber rental queue consisting of a list of ordered playable media titles to be delivered to the subscriber in a sequence identified by the subscriber;
 - b. defining a set of notification rules for the subscriber rental queue with the computer system which include a subscriber selectable option to detect whether a quantity of titles in the subscriber rental queue is at or below a threshold number;
 - c. monitoring the subscriber rental queue with the computing system in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a quantity of titles in the subscriber rental queue is at or below the threshold number and a composition and/or ordering of playable media titles in the subscriber rental queue should be altered by adding at least one additional playable media title to the subscriber rental queue;
 - d. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (c) that such notification is necessary based on said set of notification rules.
31. (New) The method of claim 30 wherein the computing system consists of a server device and software routines executing thereon.
32. (New) The method of claim 30 wherein the computing system includes software routines executing on a client device.
33. (New) The method of claim 30 wherein the subscriber rental queue is maintained on a subscriber media player which receives said playable media titles over a broadband connection.
34. (New) The method of claim 30 wherein the subscriber rental queue is maintained on an account accessible online over the Internet, and said playable media titles are delivered by physical mailing.